



Tobacco Company

March 14, 1995

DM	T&D	REP
1224		1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
1225		1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
1226		1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
1229		1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
1230		1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
PTC	SAM	
ROM	PA	BO
RM	PG	MO
1240	1242	SAM

G.N. KURUC, JR.
Senior Chain Accounts Manager

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Raritan Center
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Fax 908-417-9076

To: RJR Divisions:

1224	1225	1226	1229	1230	1324
1326	1327	1332	1334	1522	1523
1527	1528	1530			

Subject: Pathmark Stores (0522-00-00)/Pathmark Drugs (0502-01-00)

Listed below are details regarding a DORAL Program to be worked in Pathmark Stores during April:

Program Dates April 2-29, 1995

Program Two (2) pack price reduction of \$.50 via scanning system.

Special Note: Pathmark headquarters will fund an additional \$.10 for New Jersey Stores only. This will bring the total buy down to \$.60 in all New Jersey Stores.

Promotion Packing RJR Field Sales to contact stores for the purpose of placing DORAL Product in 2 pack sleeves with special UPC code: King Size 12300-70373/100's 12300-70374. Sleeves to be sent to affected Divisions prior to Program inception.

DORAL Brand Styles

Doral Light King/Light 100's/Full Flavor 100's/Light Menthol 100's

Display Method

- ① Temporary 3 way dump floor bin display (store list attached)
- ② Bottom section of new Philip Morris UPM.

Note: Displays and 2 pack sleeves should be ordered by applicable ROU's.

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"We work for smokers."

Field Sales Responsibility

- > Contact stores early in w/o April 3 for the purpose of placing sleeves on product, and displaying promotion either in temporary floor bin or P. Morris UPM.
- > Re-contact stores the week of April 14 for replenishing displays.

Pathmark Responsibility

- ① Make product distribution to stores prior to week of April 2.
Distribution Amount: 28 cartons per store (7 of each style)
- ② Change UPC codes effective April 2, 1995
- ③ Provide in-store signage (to be sent directly to stores)

Buy Down Prices (2 packs)

New Jersey	\$ 3.00
New York	\$ 3.70
Pennsylvania	\$ 2.94
Connecticut	\$ 3.50

If you have any questions regarding any of the above please call me.

In advance, thank you for your valued assistance.

Best Regards,

Nick

G. N. Kuruc, Jr.

Gk

cc: G. H. Moulton

Store list attached

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PMKPRMO.XLS

DIVISION	STORE#	ADDRESS	CITY	PROMOS*
122402	PATHMARK #646	227 CHERRY ST	NEW YORK	
122503	PATHMARK #628	1400 FULTON ST	BROOKLYN	
122505	PATHMARK 637	1525 ALBANY AVENUE	BROOKLYN	
122505	PATHMARK #642	23 7 12TH STREET	BROOKLYN	
122505	PATHMARK #624	1245 61ST ST	BROOKLYN	
122505	PATHMARK #638	2967 CROSEY AVE	BROOKLYN	
122505	PATHMARK #683	2640 Hylan Blvd	STATEN ISLAND	X
122505	PATHMARK #685	1351 FOREST AVE	STATEN ISLAND	X
122505	PATHMARK #682	2875 RICHMOND AVE	STATEN ISLAND	
122505	PATHMARK #681	3155 AMBOY RD	STATEN ISLAND	X
122602	PATHMARK #194	80 NEW BRIDGE RD	BERGENFIELD	
122603	PATHMARK #153	405 S STATE RT 17	HACKENSACK	X
122605	PATHMARK #199	59 OUTWATER LN	GARFIELD	
122605	PATHMARK #193	498 E 30TH ST	PATERSON	
122605	PATHMARK #196	RT. 48 WEST	WEST PATERSON	X
122605	PATHMARK #198	22 00 MAPLE AVE	FAIR LAWN	X
122607	PATHMARK #209	RT. 17 NORTH	RAMSEY	X
122608	PATHMARK #284	KINNELON MALL	KINNELON	X
122615	PATHMARK #282	RT 46 EAST	PARSIPPANY	X
122609	PATHMARK #296	1070 HAMBURG TURNPIK	WAYNE	X
122610	PATHMARK #286	ROUTE 16	LAKE HOPATCONG	X
122610	PATHMARK #289	RT 10	RANDOLPH	X
122612	PATHMARK #185	895 PAULSON AVE	CLIFTON	
122613	PATHMARK #179	TONNELLE AVE	NORTH BERGEN	
122614	PATHMARK #280	1 LACKAWANNA PLZ	MONTCLAIR	X
122615	PATHMARK #283	RT. 10 E	EAST HANOVER	X
122609	PATHMARK #200	PROSPECT AVENUE	WEST ORANGE	
122904	PATHMARK #613	1851 BRUCKNER BLVD	BRONX	
122913	PATHMARK #647	2136 BAY PLAZA	BRONX	
122913	PATHMARK #627	4202 NORTHERN BLVD	LONG ISLAND CIT	
122913	PATHMARK 634	1110 FLATLANDS AVE	BROOKLYN	
122913	PATHMARK #626	92 10 ATLANTIC AVE.	WOOD HAVEN	
123001	PATHMARK #112	RTE 440	JERSEY CITY	X
123002	PATHMARK 223	131 185 BERGEN ST.	NEWARK	
123002	PATHMARK #224	224 LYONS AVE	NEWARK	
123003	PATHMARK #114	GROVE/MONMOUTH ST	JERSEY CITY	
123004	PATHMARK 125	726 WASHINGTON AVE	BELLEVILLE	
123004	PATHMARK 128	115 BELMONT AVE	BELLEVILLE	X
123005	PATHMARK #178	4100 PARK AVE	WEEHAWKEN	X
123006	PATHMARK #189	145 259 PASSAIC AVENUE	KEARNY	
123006	PATHMARK #187	277 FERRY ST	NEWARK	
123007	PATHMARK #270	407 VALLEY ST	SOUTH ORANGE	
123007	PATHMARK #423	1188 RT.22 EAST	N PLAINFIELD	X
123008	PATHMARK #452	ROUTE 22	UNION	X
123008	PATHMARK #512	651 N STILES ST	LINDEN	X
123009	PATHMARK #580	ST GEORGE AVE	AVENEL	X
123009	PATHMARK #288	311 ELMORA AVE	ELIZABETH	
123010	PATHMARK #437	977 VALLEY RD	GILLETTE	X
123010	PATHMARK #436	LINCOLN BLVD	MIDDLESEX	X
123011	PATHMARK #450	10 SOUTH AVE	GARWOOD	X

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PMKPRMO.XLS

DIVISION	STORE#	ADDRESS	CITY	PROMOS
123012	PATHMARK #627	95 NEW BRUNSWICK AVE	PERTH AMBOY	X
123012	PATHMARK #636	WICK PLAZA	EDISON	X
123012	PATHMARK #421	HADLEY ROAD	S PLAINFIELD	X
123013	PATHMARK #438	MAIN STREET	SOMERVILLE	X
123014	PATHMARK #673	ROUTE 36 & BETHANY	HAZLET	X
123014	PATHMARK #677	1123 ROUTE 35	MIDDLETOWN	X
123015	PATHMARK #681	1043 US HIGHWAY 9	OLD BRIDGE	X
123016	PATHMARK #634	RT 1 SOUTH & EMMONS	WEST WINDSOR	
123016	PATHMARK #636	ROUTE 1 SOUTH	NORTH BRUNSWICK	X
123016	PATHMARK 638	ROUTE 18	EAST BRUNSWICK	X
123016	PATHMARK #671	ROUTE 9 NORTH	MARLBORO	
132403	PATHMARK #648	LANCASTER AVE	SHILLINGTON	X
132403	PATHMARK #669	4201 PERKIOMEN AVE	MOUNT PENN	X
132601	PATHMARK #664	840 COTTMAN AVE	PHILADELPHIA	X
132601	PATHMARK 663	8700 FRANKFORD AVE	PHILADELPHIA	X
132602	PATHMARK 664	3500 ARAMINGO AVE	PHILADELPHIA	X
132605	PATHMARK 662	3RD & OREGON	PHILADELPHIA	X
132608	PATHMARK 666	4160 MONUMENT RD	PHILADELPHIA	
132609	PATHMARK 632	3021 GRAYS FERRY AVE	PHILADELPHIA	
132704	PATHMARK #668	421 S 69TH ST	UPPER DARBY	
132706	PATHMARK #668	5005 EDMONT AVE	BROOKHAVEN	X
132706	PATHMARK #667	420 MACDADE BLVD	FOLSOM	X
132707	PATHMARK #661	50 LAWRENCE RD	BROOMALL	
132709	PATHMARK #669	140 N MACDADE BLVD	GLENOLDEN	X
132723	PATHMARK #693	148 SUNSET	NEW CASTLE	X
132724	PATHMARK #688	KIRKWOOD HWY	WILMINGTON	
132724	PATHMARK #690	100 COLLEGE SQ	NEWARK	X
132726	PATHMARK #685	4801 CONCORD PIKE	WILMINGTON	X
132726	PATHMARK #689	4001 LANCASTER PIKE	WILMINGTON	X
133203	PATHMARK #666	1331 IVY HILL RD	PHILADELPHIA	
133204	PATHMARK #660	700 YORK RD	WARMINSTER	X
133204	PATHMARK #630	2610 W MORELAND RD	WILLOW GROVE	X
133206	PATHMARK #663	2606 KNIGHTS RD	BENSALEM	X
133206	PATHMARK #647	2603 DURHAM RD	BRISTOL	
133206	PATHMARK #629	630 LINCOLN HWY	FAIRLESS HILLS	X
133208	PATHMARK #624	2918 EASTON AVE	BETHLEHEM	X
133209	PATHMARK #648	1302 HANOVER AVE	ALLENTOWN	X
133403	PATHMARK 696	2225 N 2ND ST	MILLVILLE	X
133404	PATHMARK 676	1250 BLACK HORSE PKE	PLEASANTVILLE	X
133406	PATHMARK #639	1450 CLEMENTS BRIDGE	DEPTFORD	X
133407	PATHMARK #691	2881 MOUNT EPHRAIM A	CAMDEN	
133408	PATHMARK #649	785 BLACK HORSE PIKE	TURNERSVILLE	X
133408	PATHMARK #688	79 ROUTE 73	VOORHEES	
133409	PATHMARK #661	130 WHITE HORSE PIKE	LAWN SIDE	X
133409	PATHMARK #646	989 CHURCH RD	CHERRY HILL	
133409	PATHMARK #640	36 BRACE RD	CHERRY HILL	X
133410	PATHMARK 626	ROUTE 130 &	EDGEWATER PARK	
133413	PATHMARK #694	617 ROUTE 72 W	MANAHAWKIN	
133414	PATHMARK #665	2735 S BROAD ST	TRENTON	
133418	PATHMARK #674	100 SCHANCK RD	FREEHOLD	X

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DIVISION	STORE#	ADDRESS	CITY	PROMOS
133416	PATHMARK #582	1334 LAKEWOOD RD	TOMS RIVER	X
133417	PATHMARK#679	1933 HWY #35	WALL	X
133417	PATHMARK #678	1930 ROUTE 88 WEST	BRICKTOWN	X
133412	PATHMARK#676	ROUTE 8	HOWELL	X
133419	PATHMARK #672	50 ROUTE 34 E	EATONTOWN	X
162202	PATHMARK #293	1785 CENTRAL PARK AV	YONKERS	
162202	PATHMARK #298	2640 CENTRAL PARK AV	YONKERS	
162203	PATHMARK #297	130 MIDLAND AVE	PORT CHESTER	
162204	PATHMARK #294	371 N CENTRAL AVE	HARTSDALE	
162210	PATHMARK #292	ROUTE 59	NANUET	
162210	PATHMARK 291	ROUTE 59	MONSEY	
162306	PATHMARK #846	800 MONTAUK HWY	SHIRLEY	
162302	PATHMARK #840	139 ALEXANDER AVE	LAKE GROVE	
162302	PATHMARK #830	294 MIDDLE COUNTRY R	CORAM	
162302	PATHMARK #804	5145 NESCONSET HWY	PRT JEFF STA	
162302	PATHMARK #841	SUNRISE/VETERANS HGY	HOLBROOK	
162303	PATHMARK #800	101 WICKS RD	BRENTWOOD	
162303	PATHMARK #802	2040 SUNRISE HWY	BAY SHORE	
162303	PATHMARK #838	155 ISLIP AVE	ISLIP	
162303	PATHMARK 644	537 MONTAUK HWY	WEST BABYLON	
162303	PATHMARK #664	683 OLD COUNTRY RD	DIX HILLS	
162303	PATHMARK #615	1231 DEER PARK AVE	NORTH BABYLON	
162304	PATHMARK #625	4066 MERRICK RD	SEAFORD	
162304	PATHMARK #635	1255 SUNRISE HWY	COPIAGUE	
162304	PATHMARK #606	839 114 NEW YORK AVE	HUNTINGTON	
162304	PATHMARK #620	6070 JERICHO TPKE	COMMACK	
162701	PATHMARK 622	3106 FARRINGTON ST	FLUSHING	
162704	PATHMARK #666	336 N BROADWAY	JERICHO	
162706	PATHMARK #636	263 01 ROCKAWAY	WOODMERE	
162707	PATHMARK #611	492 ATLANTIC AVE	EAST ROCKAWAY	
162708	PATHMARK #633	460 FRANKLIN AVE	FRANKLIN SQUARE	
162708	PATHMARK #623	1764 GRAND AVE	BALDWIN	
162709	PATHMARK #631	2317 NEW HYDE PARK	NEW HYDE PARK	
162709	PATHMARK #632	2305 JERICHO TPKE	HILLSIDE MANOR	
162710	PATHMARK #608	130 WHEATLEY PLZ	GREENVALE	
162711	PATHMARK #665	1897 FRONT ST	EAST MEADOW	
162711	PATHMARK #618	3561 HEMPSTEAD TPKE	LEVITTOWN	
162803	PATHMARK 348	COLONIAL PLAZA S/C	WATERBURY	
163006	PATHMARK 343	4425 MAIN ST	BRIDGEPORT	
163025	PATHMARK 341	BELDEN AVE	NORWALK	
173806	PATHMARK #541	700 CAMP HILL SHOPPI	CAMP HILL	
122803	PATHMARK #155	450 HACKENSACK AVE	HACKENSACK	

*Designated Floor Display Store

**Pathmark Drugs
Doral 2 Pack Promotion Display List**

DIVISION	ACCT	STORE/NUMBER	ADDRESS	PROMO
122401	631015	PATHMARK DG #869	127 FULTON ST	X
122409	931556	PATHMARK DG #886	2039 BROADWAY	X
122410	287841	PATHMARK DG #882	880 3RD AVE	X
122411	045785	PATHMARK DG #889	2551 BROADWAY	X
122412	556476	PATHMARK DG #862	223 E 86TH ST	X
122413	288661	PATHMARK DG #887	4910 BROADWAY	X
122505	547902	PATHMARK DG #848	559 FULTON ST	X
122505	287667	PATHMARK DG #850	1351 CONEY ISLAND AV	X
122505	180438	PATHMARK DG #864	170 MONTAGUE ST	X
122505	613507	PATHMARK DG #867	1725 KINGS HWY	X
122505	408828	PATHMARK DG #876	3823 NOSTRAND AVE	X
122505	067281	PATHMARK DG #860	713 BRIGHT BCH AVE.	X
122505	965414	PATHMARK DG #855	2007 86TH ST	X
122913	649700	PATHMARK DG #868	9514 63RD DR	X
122913	294531	PATHMARK DG #884	1 LEFRAK PLAZA	X
122913	530478	PATHMARK DRUGS #862	7244 AUSTIN ST	X
122913	789435	PATHMARK DRUGS #873	5713 MYRTLE AVE	X
122913	020637	PATHMARK DRUGS #856	122 02 LIBERTY AVE.	X
122913	140142	PATHMARK DRUGS #865	4002 BROADWAY	X
122913	500712	PATHMARK DRUGS #854	3741 82ND ST	X
133410	279462	PATHMARK DRUGS #879	ROUTE 130	X
152304	405357	PATHMARK DRUG #877	22 04 ROUTE 110	X
152304	405428	PATHMARK DRUG #878	10 VETERANS MEMORIAL	X
152701	140546	PATHMARK DRUGS #863	14429 NORTHERN BLVD	X
152701	557001	PATHMARK DRUG #848	3920 BELL BLVD	X
152702	603311	PATHMARK DRUG #868	7118 KISSENA BLVD	X
152705	548779	PATHMARK DRUG #845	2119 MERRICK RD	X
152709	073605	PATHMARK DRUG #861	50 GREAT NECK RD	X
152711	782760	PATHMARK DRUG #880	OLD COUNTRY ROAD	X
152806	819836	PATHMARK DRUG	3377 BERLIN TPKE	X
153006	683311	PATHMARK DRUG	655 MAIN ST	X
153006	646478	PATHMARK SUPER DRUG	ORANGE TRAILER CT	X
153011	653650	PATHMARK SUPER DRUG	1869 DIXWELL AVE	X
153025	632151	PATHMARK SUPER DRUG	STRATFORD APTS	X
153025	564182	PATHMARK DRUG #349	100 NEWTOWN RD	X
154460	559708	PATHMARK DRUGS HDQTR	14429 NORTHERN BLVD	